

STAKEHOLDER MEETING

January 30, 2019

COMMUNITY USES AND BENEFITS

REQUEST FOR PROPOSAL

for

900 block of East 11th Street (Block 16)

1100 Block of East 11th Street (Block 18)

Street Jones Building
1000 East 11th Street, Room 400A
Austin TX 78702

Redevelopment Overview

- In support of the redevelopment efforts, the area was designated a Slum and Blighted area; an Urban Renewal Plan was designed and put in place and the City established a program to provide financing along with receiving federal funds to implement the revitalization of the East 11th and 12th Street corridors.
- East 11th and 12th Street Urban Renewal Plan (URP) was adopted by Council in 1999 and has been modified 11 times.
 - 11th Modification extended URP for 10 years, with an evaluation in 5 years

URP: The Community's Vision

The vision set by community and adopted by Council:

- Re-establishes corridors as a thriving mix of commercial, retail & housing
- Preserves or rehabilitates historic and cultural assets
- Spurs private investment and create sustainable community that includes businesses, jobs, and services
- Establishes regulatory controls intended to assure quality, compatible, mixed-use development

URP Vision for Blocks 16 and 18

(East 11th Street)

On the westernmost portion of East 11th Street, physical topography and market demands are such that opportunities exist for development of mixed-use retail and housing on the north and south side of the street. New development could include bookstores, eateries, coffeehouses, and other like uses on the ground floor, with two stories of housing units above.

Prepared on behalf of Austin Revitalization Authority by Crane Urban Design Group

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NEW VISIONS OF EAST AUSTIN:

East 11th & 12th Streets Urban Renewal Plan (URP)

The other end of East 11th Street, near Navasota, serves as an eastern gateway into the East 11th Street corridor. Already, a smaller-scaled office and retail node has begun to develop in this area, with several opportunities for further office/retail development.

East 11th and 12th Street Development Strategy

- 2011 - City of Austin commissioned Economic & Planning Systems, Inc. to work with the City of Austin and area stakeholders to prepare a strategy that would provide a framework for the continued revitalization of the East 11th and 12th Street Corridors
 - Between 9/2011 – 2/2012 input was received from numerous community stakeholders to discuss key issues and opportunities for future development
 - Included recommendations for disposition of URB-owned parcels

Austin Strategic Housing Blueprint

Spring 2017 – City Council adopted the Austin Strategic Housing Blueprint

- Plan identifies strategies to achieve needed housing goals for the City of Austin
 - 60,000 new affordable units in the next 10 years for households earning at or below 80% of the Area Median Family Income (MFI)
 - Current 80% MFI for a family of one - \$48,200, two- \$55,050, three - \$61,950 four - \$68,800
- Five community values to guide the process, including:
 - Prevent households from being priced out of Austin;
 - Foster equitable, integrated, and diverse communities;
 - Invest in housing for those most in need;
 - Create new and affordable housing choices for all Austinites in all parts of Austin; and,
 - Help Austinites reduce their household costs.

Austin Strategic Direction 2023 Plan

March 2018 – City Council adopted the Austin Strategic Direction 2023 Plan

- 6 Strategic Outcomes
 - Economic Opportunity and Affordability
 - Mobility
 - Safety
 - Health and Environment
 - Culture and Lifelong Learning
 - Government That Works for All

Austin Strategic Direction 2023 Plan

Economic Opportunity & Affordability

- Identifies 12 Strategies focusing on reducing economic disparities, leveraging public - private partnerships, supporting children and adults towards long-term success, for example:
 - Develop and act on recommendations to reduce the number of households and businesses displaced from Austin due to unaffordability.
 - Implement “highest potential impact” actions identified in Austin’s Strategic Blueprint.
 - Acknowledge Austin’s history of racial segregation and counter it by applying an equity perspective to the City’s land development code and associated programs and policies, aligning with community priorities as articulated in *Imagine Austin*, and ensuring affordable housing options throughout Austin.
 - Define and enact our response to homelessness focusing on efficient and effective use of our resources to address disparities, prevent homelessness, and support housing stability.

Block 16 Property

Block 16 (41,799 Square Feet)



Block 18 Property

Block 18 (46,567 Square Feet)



2012 Development Strategy

Community Meeting Summary



E. 11th & 12th Street Development Strategy Community Meeting #1 Questionnaire Summary

The following summarizes 25 questionnaires submitted by the Community Meeting #1 attendees. The first table, "Corridor Priorities," ranks each priority according to its average score (shown in parentheses) on attendee responses. Respondents were instructed to give each priority a score of 1-3, with 1 being highest priority. Where necessary, the consultants have "normalized" the scores, such as where respondents ranked priorities from 1-13 instead of giving each a score of 1-3. The second table, "Why do you go..." totals check marks where attendees indicated they visit each respective corridor for each purpose. The final table is a record of responses to all questionnaires; blank fields indicate no response.

Corridor Priorities	11th St	12th St
Small Business / Local Business Establishment	1 (1.3)	2 (1.2)
Neighborhood Serving Businesses	2 (1.3)	1 (1.2)
Mixed Use Projects	3 (1.4)	4 (1.4)
Public Transportation	4 (1.5)	9 (1.8)
Restaurant/Entertainment Destination	5 (1.6)	11 (1.9)
Historical Preservation	6 (1.6)	7 (1.7)
Affordable Housing	7 (1.8)	10 (1.9)
Beautification of Blighted Parcels	8 (1.9)	6 (1.6)
Market Rate Housing	9 (2.0)	8 (1.7)
Infrastructure Upgrades & Improvements	10 (2.1)	3 (1.3)
Sidewalk Improvements	11 (2.1)	5 (1.5)
Gateway to Austin	12 (2.2)	13 (2.7)
Attract people from other parts of Austin	13 (2.5)	12 (2.6)

Why do you go to:	11th St	12th St
Patronize a Restaurant or Bar	15	4
Patronize Other Business	12	4
I Live in the Corridor	10	14
I pass through the corridor Area on My Way to Work/Home, Another Location	11	11
I Work in the Corridor	3	2
To Access Public Transportation	3	3
I Worship in the Corridor	1	0

Block 16 & 18 - 2012 Development Strategy - RFP Recommendation

Issue RFP for mixed-use development:

- Synergy with African American Cultural Heritage Facility (strongly encouraged) (Block 16) and Synergy with Victory Grill and East Room (strongly encouraged) (Block 18)
- 50% + of commercial space for local business (strongly encouraged)
- Community Parking Spaces (strongly encouraged)
- 10% of rental units at 60% AMI (required if rental)
- 10% of units at 3+ BR (encouraged)

Block 16 & 18- 2019 Proposed Community Benefits

Housing Threshold Requirement:

- Development must include residential
- 25% of residential units reserved for affordable housing. (Rental = 60% MFI for 40 years; Ownership = 80% MFI for 99 years)
 - Current 60% MFI for a family of one - \$36,120, two- \$41,280, three - \$46,440 four - \$51,600
 - Current Rent's for 60% MFI Household - \$903 for an efficiency to \$1,341 for a 3 bedroom

1. Project Creativity and Need

To what extent will the project satisfy priority needs, as identified in the current Urban Renewal and the City Imagine Austin comprehensive plan? Describe the appropriateness of the proposed development for the neighborhood. Please provide:

- Impact on making the commercial corridor more welcoming and on increasing the availability of pedestrian oriented retail goods or services.
- Impact on other public or private investment in the neighborhood.
- Jobs created as a result of the project.

Block 16 & 18 - 2019 Proposed Community Benefits

2. Additional Affordable Housing

An Additional 25% of the residential units reserved for affordable housing. (Rental = 60% MFI for 40 years; Ownership = 80% MFI for 99 years)

3. Community Parking

Provide parking in excess of the minimum requirements to support adjacent businesses in the corridor

4. Incorporation of the African American Cultural & Heritage Facility(Block 16)

It is strongly encouraged the proposed project identify synergies with the African American Cultural and Heritage Facility (AAC&HF). Define the approach the proposed project will utilize to successfully create a sustainable synergy with the African American Cultural and Heritage Facility by providing for example; active space for community, educational and cultural uses. How will proposed project design and uses be respectful to the adjacent AAC&HF Dedrick-Hamilton house a historic structure?

Block 16 & 18 - 2019 Proposed Community Benefits

4. Incorporation of the Historic Victory Grill (Block 18)

It is strongly encouraged the proposed project identify synergies with the Historic Victory Grill. Define the approach the proposed project will utilize to successfully create a sustainable synergy with the Historic Victory Grill. How will proposed project design and uses be respectful to this historic structure?

5. Minority and Women Owned Business

The Successful Proposer is encouraged to use the City of Austin's program for Minority-owned Business Enterprises / Women-owned Business Enterprises set Minority-owned Business Enterprises / Women-owned Business Enterprises (MBE/WBE), to set participation goals or make a good faith effort to achieve these goals in the design and construction of improvements on the subject Property.

6. Green Building

The Successful Proposer is encouraged to meet ambitious green building goals. This includes meeting a minimum Austin Energy 2 Star Green Building rating or USGBC LEED Silver rating.

7. Other Public Benefits

Other public benefits proposed will be given additional consideration.

Discussion

- Are these the right Community Benefits?
- Are any missing?

Block 16 & 18- Other Evaluation Criteria

- Purchase Price
- Development Experience
- Financial Capacity and Capability
- Project Design and Readiness
- Development Timeline

Timeline / Next Steps

Process Step	Date / Duration (Tentative)
Staff assembles input from today's stakeholder meeting to present to Urban Renewal Board	February 11, 2019
Urban Renewal Board approves final scoring criteria and land use restriction documents	February / March 2019
Procure an appraisal	12 week process
Finalize Request for Proposal	
Release Proposal	Late Summer 2019
Request for Proposal Submission Deadline - Late Fall 2019	Late Fall 2019
Review, score, and URB to make recommendation to City Council	End of 2019
City Council to consider URB recommendation	February 2020
Close Transaction	Mid-Summer 2020

How to stay connected?

- Make sure you signed in today
- Attend Urban Renewal Board Meetings. Meeting information can be found at this link:
<http://www.austintexas.gov/urbanrenewal>
- Call or email Sandra Harkins Phone: 512-974-3128; Email:
Sandra.harkins@austintexas.gov

Become informed:

- East 11th and 12th Street Development Strategy
 - <http://austintexas.gov/departments/east-11th-12th-streets>
- Austin's Strategic Housing Blueprint
 - <http://www.austintexas.gov/housingblueprint>
- City of Austin's Strategic Direction 2023
 - www.austintexas.gov/strategicplan

THANK YOU

ANY QUESTIONS?